

1.3.3 A sense of authority (Advanced)

How does language convey a sense of authority?

Here are some of the conclusions and recommendations of the extensive report about driver fatigue: 2012 Driver Fatigue Quantitative and Qualitative Study.

4. Less severe symptoms of fatigue were ignored and many did not know when being tired was too tired. That is, when the chance of a microsleep is high. In that regard, there is an opportunity to communicate how easily a microsleep can occur when tired and strongly link other signs of fatigue with the onset of microsleeps.

5. The 17-29 year male segment were generally of the mindset that they are somewhat invincible and capable of “pushing on”, even when they do experience signs of fatigue. They were also less inclined to prepare themselves before taking a long trip. While the need to ‘push on’ was strongest amongst this younger sub-group, consideration should be given to further educating drivers on the signs of driver fatigue in order to heighten the perceived level of risk associated with experiencing ‘early warning’ signs. This could also stress the importance of stopping immediately when those signs appear, no matter how long the trip; to not push on, especially when close to reaching their destination.

6. The peer pressure to demonstrate that you can keep driving when tired was strong amongst younger males. Perhaps the force of peer pressure can be harnessed to stop drivers from pushing on by devising a strategy that is specifically targeted at young male drivers who are too proud to take a break.

7. When compared with driving under the influence of alcohol and to some extent speeding, driving fatigued was not considered as serious. We would suggest consideration be given to using future communication to lift the seriousness and prevalence of driver-related fatigue crashes and perhaps utilising comparisons of driving fatigued to driving with a high blood alcohol level or at high speeds.



Please complete the worksheet by filling in the gaps

The language in this passage reassures the reader with its stamp of authority. It is typical of a formal report, designed for efficient and precise communication of information. Its organisation into, with each paragraph structured in the same way, beginning with the and finishing with a recommendation, sets up expectations for the reader, so speeding up the reading process.

The language is clear and unambiguous, despite being at a formal level. Noun groups such as..... and provide precise information about aspects of the issue of driving when tired. There is some use of technical language in the term, but the language is direct enough to allow the report to be available to members of the general public.

The verbs tend to be impersonal,....., and and are often in the passive voice,, and, so having the effect of

There is a clear difference in modality between the findings of the research and the recommendations. The recommendations are generally expressed in a low modality, sometimes through the verb, or and sometimes through a modal adverb, so drawing a line between evidence and possible courses of action arising from the evidence.

By using a detached tone through, and diction, the passage evokes a clear sense of authority.



CRUISE CONTROL

**Communicating
with authority**